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Canadian Forces
Media Embedding Program

Guidelines, Ground Rules and Documentation
for
Her Majesty's Canadian Ships

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Part 1: General Instructions

Introduction

1. The objective of the Canadian Forces Media Embedding Program (CFMEP) is to facilitate access to information and to inform Canadians about the role, mandate and activities of the Canadian Forces (CF) when deployed on operations.

2. The aim of this document is to provide clear and precise directions, guidance and advices to journalists who intend to embed with Her Majesty's Canadian ship deployed on international operations outside North American waters.

Definitions

3. The following definitions apply throughout this document:

   a. **Accreditation:** A journalist is "accredited" when s/he proves with adequate documentation that s/he is employed by or under contract to a media organization that:

      i. intends to possibly publish or broadcast the journalist's material, and

      ii. assumes the responsibilities laid out in this document.

   b. Canadian warship: A surface vessel (including its aircraft, if any) or submarime of the Canadian Navy.

   c. **CEFCOM:** Canadian Forces Expeditionary Force Command (CEFCOM) is responsible for the planning and conduct of all CF operations outside North America, except those conducted by Canadian Special Operations Forces Command (CANSOFCOM).

   d. **CMS:** The Chief of the Maritime Staff is the head of Maritime Command — the Navy. Maritime Command is the "force generator" that provides operationally ready naval forces to CEFCOM, the "force employer" of task forces deployed on international operations.

   e. **Embedding:** The formal attachment of a journalist to the CF for an extended period.

   f. **Host ship:** The Canadian warship an embedding journalist has agreed to join, and whose Commanding Officer has agreed to the embedding request.

   g. **Journalist:** A person who is employed by or under contract to a media organization, and is seeking to embed with the CF to report on its activities. A journalist may be (but is not limited to) a reporter, a videographer, a photographer, an equipment operator, a producer, or a technician.

   h. **Media organization:** A business that employs journalists to produce news reports and features for broadcast and/or publication through **media outlets** (e.g., newspapers, radio stations, television stations, Internet sites).

i. **Public Affairs Officer (PAO):** An officer of the Canadian Forces who is a member of the Public Affairs Branch, which performs the communications and media relations functions. PAOs serve on the staff at CEFCOM Headquarters and CMS, and a ship may carry a PAO on a mission that is expected to attract significant media attention.

j. **Unit Public Affairs Representative (UPAR):** A member of the ship's company, usually a sub-lieutenant or a lieutenant, who handles Public Affairs duties in a ship that does not carry a PAO.

Acceptance and Priority

4. To be accepted for the CFMEP, journalists must be accredited and in possession of documents identifying them as journalists. Freelance journalist will not be considered for a stay aboard a HMCS.

5. Applications to the CFMEP are accepted in the following order:

Priority 1: Journalists representing national Canadian media organizations.

Priority 2: Journalists representing regional Canadian media organizations, especially those located in or covering the ship's home port or namesake city.

Priority 3: Journalists representing international media organizations.

Embedding Authority

6. The Chief of the Defence Staff delegates the authority to embed journalists with deployed CF task forces to the Commander CEFCOM. The Public Affairs section at CEFCOM Headquarters (CEFCOM PA) manages and coordinates the CFMEP, handling the relationship between journalists and their media organizations and Commanding Officer of the host ship, who conducts the CFMEP in theatre.

CFMEP Guidelines

7. Here are the general guidelines for the conduct of the CFMEP in Her Majesty's Canadian ships deployed outside North American waters:

a. Participation in the CFMEP is based on the understanding that journalists will primarily cover CF and Government of Canada activities.

b. Journalists are embedded for a fixed period agreed to in advance by the media organization, CEFCOM PA and the Commanding Officer of the host ship.

c. Living space is very limited in a warship, and the Commanding Officer of the host ship determines how many journalists can be accommodated. The decision is based on operational conditions and the number of available bunks.

Note: Because of the lack of space, television crews are normally limited to two people: a reporter and a camera operator.

d. Handovers that require out-going and in-coming journalists from the same media organization to be aboard at the same time are granted only in very exceptional circumstances. A media organization that wishes to arrange such a handover must submit its request to CEFCOM PA well in advance to determine feasibility.

e. Journalists who wish to extend their embedding must submit a request to CEFCOM PA as soon as possible, so arrangements can be made before the date they are scheduled to leave the host ship. This request may be submitted through their media organization, or the ship's PAO or UPAR. CEFCOM PA is the authority that grants or denies extensions. Journalists and media organizations must not consider themselves entitled to extensions.

8. **General conduct while embedded**

a. *Fitting in with the ship's company*

i. **Safety:** Journalists embedding with the crew of a Canadian warship receive a safety briefing on boarding, and must respect all the rules and directions provided in that briefing.

ii. **Privacy:** Journalists and their media organizations must respect the privacy of CF personnel, in particular their right to relax away from cameras and questions.

iii. **Out-of-bounds and restricted areas:**

1) Embedded journalists are quartered wherever space can be found for them. Journalists are not permitted in other living areas unless they are specifically invited.

2) During some activities, the upper decks are partly or completely out of bounds to anyone not involved in the task, including journalists, for safety reasons. Such restrictions are announced and explained (e.g., radiation hazard, rotating guns) on the ship's public address system. A journalist who wishes to cover these activities must obtain special permission from the ship's Commanding Officer.

3) Restricted areas of the ship are identified by large signs prominently posted on the door. Any member of the ship's company can answer journalists' questions about access.

iv. **Showing lights:** At sea, only red-filtered lights are permitted after sunset. The Officer of the Watch must approve the use of any other light source, including flashlights, flash cameras and television lights.

v. **Radio silence:** Except with express permission of the Commanding Officer, all personnel aboard a Canadian warship — CF members and civilian journalists alike — are strictly forbidden to use any type of communication equipment, including a cellular telephone to initiate or receive a call, when radio silence is in effect.

vi. **Alcohol:** No one is allowed to keep a personal supply of beverage alcohol while they are aboard. Wine and beer are sold and consumed in the messes and the wardroom during bar hours, except by those who are on duty or expecting to be on duty or required for evolutions within the next six hours. Liquor, wine or beer may be purchased ashore for importation to Canada, but it must be turned over to the Duty Coxswain for safe-keeping on boarding.

vii. **Fraternization:** "Fraternization" is strictly forbidden aboard ship. This term covers any and all forms of sexual conduct, including touching and kissing between consenting adults, even if they are married to each other.

viii. **Water discipline:** Sailors do not waste water. When showering, do it the pusser way: wet down quickly, turn off the water to lather up and shampoo, then turn the water back on to rinse. Total water time: two to four minutes.

ix. **Smoking:** Smoking is strictly forbidden in the ship except in designated areas.

b. *Covering stories*

i. Cellular telephones do not normally work more than 20 miles offshore. Journalists should, therefore, deploy with reliable long-range communications equipment, such as a satellite telephone. Journalists must register their cellphones and satphones with the Coxswain on boarding the ship. Use of a cellphone or a satphone aboard the ship is permitted only with prior approval of the Commanding Officer.

ii. An embedded journalist is his or her media organization's primary news source and point of contact in the ship. A media organization with a journalist aboard should request interviews with members of the ship's company through their embedded journalist, not the Media Liaison Office in Ottawa.

iii. Media organizations should be mindful of the phenomenon of "journalists interviewing journalists". Although a journalist embedded with a Canadian ship will learn a great deal about Canada's navy and its activities, a few weeks at sea does not make anyone a subject matter expert. Embedded journalists should interview the ship's Commanding Officer, designated spokespersons, or appropriate CF subject matter experts to ensure that CF operations are reported accurately and without speculation.

iv. Embedding with a Canadian warship does not give a journalist access to the crews of ships from other nations participating in the same mission. Before interviewing foreign military personnel, even if they are aboard the Canadian ship in which the journalist is embedded, the journalist must ask the ship's PAO or the Commanding Officer to obtain permission from the potential interviewee's chain of command.

Embedding Agreement

9. Before embedding, journalists and their sponsoring media organizations must complete and sign the documents found in **Part 2: Ground Rules and Documentation**. By submitting the embedding documents with their signature, journalists and media organizations certify that:

a. they have read all the rules and guidelines contained therein, and

b. they understand that failure to comply with the Ground Rules and the embedding guidelines could result in the termination of their embedding agreement and their immediate removal from the host ship.

Subject to Code of Service Discipline

10. As long as they are embedded with the crew of a Canadian warship, journalists are subject to the Code of Service Discipline (see Part III of the *National Defence Act*). This arrangement is one of the main terms set out in the document entitled **"Engagement with the Minister of National Defence"** (page **xxx**), which journalists must sign indicating acceptance before embedding.

Release of Information

11. Embedded journalists will be frequently reminded of the need for operations security (OPSEC) and the need to maintain the highest level of technical accuracy. The Commanding Officer of the host ship retains the right to review and require changes in media products containing potentially sensitive information, but only to the extent necessary to ensure that OPSEC is neither violated nor breached. A subject matter expert may revise technical information, but changes will be factual and not editorial. Content will not otherwise be restricted. Media products and equipment will not be confiscated or impounded.

12. The goal of OPSEC is to prevent the adversary from obtaining information that could put in jeopardy our missions, our ships and our crews. This objective allows for the safeguarding of some information that has an important operational impact on our mission, while permitting Canadians to know as much as possible about the members of the ship's company and their activities.

13. Journalists shall be aware that any failure to obey directions regarding the release of information concerning **force protection**[*] might result in the termination of their embedding and removal from the host ship.

14. Should **personal information** be disclosed inadvertently during a media briefing, and journalists are told that releasing that information would result in a violation of the *Privacy Act*, the Crown may choose to take legal action against a journalist who then includes the sensitive information in a media product, thus exposing the Crown to liability.

About the CFMEP Ground Rules

15. Commander CEFCOM developed the CFMEP Ground Rules for journalists embedded with HMC ships in consultation with the Chief of the Maritime Staff and the Assistant Deputy Minister (Public Affairs) at National Defence Headquarters in Ottawa.

16. The aim of the CFMEP Ground Rules is to safeguard sensitive information (that is, both classified national security information and designated personal information) as required by Canadian legislation and Canadian Forces orders. The Ground Rules acknowledge the right of journalists to unclassified and undesignated information and are not intended to prevent the release of information that could be construed as derogatory, embarrassing, negative or uncomplimentary.

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[*] **Force protection:** All measures and means to minimize the vulnerability of personnel, facilities, equipment and operations to any threat and in all situations, to preserve freedom of action and the operational effectiveness of the force. (AAP-6(2008): *NATO Glossary of Terms and Definitions*)

17. To be accepted for the CFMEP, journalists and their media organizations must formally agree to obey the Ground Rules; consequently, journalists should read them thoroughly and ensure that they understand them. The CFMEP Ground Rules are set out in **Part 2: Ground Rules and Documentation**. Journalists are encouraged to carry a copy of the Ground Rules with them at all times while they are embedded.

18. Release of information, imagery or video gathered while embedded with the CF must comply with the CFMEP Ground Rules at all times, both during embedding and after departure from the CFMEP, i.e. articles, audio-visual reports, books, which could be produced following the termination of the embedding period.

Resolving Disputes

19. Disputes about the CFMEP Ground Rules or General Instructions and their application should be resolved at the lowest level as soon as possible. Disputes that cannot be resolved locally are forwarded through the chain of command to CEFCOM PA (representing Commander CEFCOM) for resolution in consultation with the affected media organization and, if necessary, the Assistant Deputy Minister (Public Affairs).

20. The Commanding Officer of the host ship or other members of the ship's company may temporarily restrict a journalist's access to operations until a dispute is resolved; however, they must not assume that a dispute will lead to termination of the journalist's embedding.

Terminating Embedding

21. An embedding agreement can be terminated at any time by Commander CEFCOM, the embedded journalist, or the journalist's media organization. When Commander CEFCOM takes the initiative to terminate, the action will be based on a recommendation by the Commanding Officer of the host ship.

22. CEFCOM PA will make every effort to resolve the situation with an embedded journalist's media organization before terminating embedded status. If a journalist or media organization demonstrates a history of terminating embed status either voluntarily or involuntarily, CEFCOM PA may refuse further embedding requests from that journalist or media organization.

23. Commander CEFCOM reserves the right to deny, postpone or cancel any request to embed, and accepts no liability for expenses incurred by journalists or media organizations in preparation for an embedding that does not proceed on schedule, including (but not limited to) the cost of airline tickets, immunization, and travel documentation such as passports and visas.

24. Clear violations of the CFMEP Ground Rules will result in termination of the journalist's embedding and his/her removal from the host ship.

Journalists' Access to Operations

25. Journalists will be given access to operational activities, including mission preparations and debriefings, whenever possible, as determined by the Commanding Officer of the host ship.

26. Journalists' access to patients in CF medical facilities, including the sick bay of a warship, is governed by:

a. the consent of the patient;

b. the instructions of the attending Medical Officer or Physician Assistant;

c. the Commanding Officer, who must approve; and

d. all applicable regulations, standard operating procedures, and operations orders.

27. If the Medical Officer or Physician Assistant and the ship's Commanding Officer authorize an embedded journalist to visit a patient, a PAO or medical attendant must escort the journalist at all times. Visits by journalists must not interfere with medical treatment.

Reporting Non-CF Stories

28. Journalists apply to the CFMEP on the understanding that they will primarily cover CF and Government of Canada activities. Embedded journalists who decide to leave the host ship to report a non-CF story must convey their intentions to both their media organization and the ship's PAO or Commanding Officer, who then informs CEFCOM PA.

29. Embedded journalists who wish to go ashore when the host ship is in port must learn and obey the ship's shore leave routine in every particular to ensure that they are not left behind if the ship is required to leave port unexpectedly.

30. Even when they leave the host ship to report a non-CF story, embedded journalists must comply with the CFMEP Ground Rules, especially those dealing with release of information,. Embedding can be immediately terminated for any journalist or media organization responsible for releasing information provided by the CF that could have a negative effect on operations security (OPSEC).

Protection of Journalists and Media Equipment

31. Embedded journalists are entitled to protection of their person and their equipment to the limit allowed by the Rules of Engagement governing the host ship. Journalists must acknowledge and accept that the Commanding Officer of the host ship cannot fully guarantee their personal safety or the safety of media equipment while they are aboard.

32. Journalists who leave the host ship to report non-CF stories do so at their own risk. The CF is not responsible for the safety of journalists who have left the protection of the host ship.

Hazards to Embedded Journalists: Injury, Death and Kidnapping

33. Embedded journalists and the media organizations they represent are each responsible for ensuring that they have adequate indemnity and insurance coverage. Any journalist who is injured while embedded with the crew of a Canadian warship will receive emergency medical care to the extent available to the ship, and in accordance with CF regulations.

Note: A journalist who has been contaminated with a radiological, biological or chemical agent may not be repatriated until the situation is resolved.

34. The employing media organization is responsible for repatriating a journalist who is killed or injured while embedded, and for providing injured journalists with any medical care they require beyond that offered by the host ship.

35. Here is the procedure the CF will follow should an embedded journalist be killed or injured:

a. The host ship immediately reports the incident and the journalist's condition to the chain of command, which then informs CEFCOM PA.

b. CEFCOM PA contacts the affected media organization, which is responsible for notifying the journalist's next of kin.

c. When the journalist's next of kin have been notified, the media organization informs CEFCOM PA, which — if required — coordinates the release of information in accordance with the procedure for notifying the next of kin of military casualties.

Note: If the media organization decides to announce the injury or death of a journalist before DND formally releases information about the incident, the news report **must not** contain any information about the incident or CF members involved.

36. Although the media organization is primarily responsible for obtaining medical care and repatriating an injured journalist, military airlift may be made available to evacuate or repatriate journalists injured or killed while embedded with the crew of a Canadian warship. Decisions about use of military airlift are made on a case-by-case basis and the sole criterion is the availability of space aboard a suitable aircraft.

37. Embedded journalists greatly increase their risk of being kidnapped or taken hostage if they leave the host ship in an area where the threat level is high enough that the crew is restricted to the ship. Escorts are not provided. Journalists who choose to leave the host ship in a high-threat area will also be deemed to have terminated their embedding.

38. Should a journalist be seized while embedded with the crew of a Canadian warship, the Head of Mission at the nearest Embassy of Canada would take the lead in co-operating with the government of the country where the incident took place to obtain the journalist's safe release, and in all related communications and notifications.

Reporting CF Casualties: Injuries, Deaths and Missing in Action

39. Following an incident involving a CF death and/or critical or serious injury, media organizations represented by embedded journalists are placed under embargo to protect operations security (OPSEC) and allow time for the CF to notify the casualties' next of kin. Such an embargo applies to **any** release of the subject information, including to journalists in the area where the incident took place.

Note: Embed status will be immediately terminated for any embedded journalist or media organization responsible for a release of information provided by the CF under embargo.

The decision to lift an embargo is made by Commander CEFCOM in consultation with the Commanding Officer of the host ship. As much information as possible is made available as quickly as possible, within the constraints imposed by OPSEC, the *Privacy Act*, and the requirement for time to notify next of kin.

40. While under embargo, media organizations are permitted to echo reports that are already in the public domain. These reports, however, will lack CF or Canadian confirmation of events and should clearly state that the embedded journalists under embargo did not generate the content of these reports.

41. When a member of a ship's company is killed, embedded journalists are invited to meet with the ship's Commanding Officer, who provides as much relevant information as possible within the constraints of OPSEC and the *Privacy Act*. Shortly after this media opportunity, a news release is issued from NDHQ to Canadian national media. The CF does not release the

names of deceased members until confirmation is received that the primary and secondary next of kin have been notified.

42. When a member of the ship's company is wounded in action and the injuries are deemed by the medical staff to be either ***critical*** or ***serious*** (following the scale set out in *The Canadian Press Stylebook*), embedded journalists receive the details of the incident as quickly as possible within the constraints of OPSEC and the *Privacy Act*, and following notification of the next of kin.

43. When medical staff assess the condition of an injured CF member as ***fair*** or ***good***, embedded journalists may not be briefed. The decision of the ship's Commanding Officer in such a case is influenced by the impact of operations, OPSEC, and the frequency of these occurrences.

44. Here is the medical condition assessment scale set out in *The Canadian Press Stylebook*[*] and used in media briefings:

Critical: Death may be imminent. The pulse, breathing and other vital signs are abnormal and unstable and there are major complications.

Serious: The patient is acutely ill and the chance of recovery is uncertain. The pulse, breathing and other vital signs may be abnormal or unstable.

Fair: The pulse, breathing and other vital signs are near normal and the patient is conscious, but he or she is uncomfortable or may have minor complications. The outlook for recovery is favourable.

Good: The pulse, breathing and other vital signs are normal and stable. The patient is comfortable and conscious, and the outlook for recovery is good.

45. OPSEC, the *Privacy Act*, patient welfare and family considerations are the concerns that govern coverage of sick and wounded CF members. Permission to interview or photograph patients, including those undergoing surgery, is granted under the following strict conditions:

a. with the informed consent of the patient, witnessed by the embedded journalist's escort;

Note: "Informed consent" means the patient understands that the journalist is taking pictures and asking questions for news reports, and his/her image and quotes may appear in a wide variety of news media. The ship's medical staff (Medical Officer or Physician Assistant) must confirm that the patient is medically capable of giving informed consent. In all such cases, disclosure of information will conform to paragraphs 3b, 7 and 8 of the *Privacy Act*.

b. with the consent of both the attending medical staff and the ship's Commanding Officer; and

c. as a general rule, injured CF members will not be interviewed until at least 24 hours after the relevant incident.

46. When a member of the ship's company (which includes embedded journalists and personnel from allied nations as well as CF members) is missing in action, information about the circumstances may be placed under embargo or otherwise withheld in anticipation of a rescue

[*] See "Condition" under "Technical Terms" in Tools and Technical Guides; 14th edition (2006), page 316.

mission or to keep it from an adversary in the event the missing person is trying to evade capture. Media organizations may echo reports that have already been released, but they must not report on any aspect of CF or Government of Canada response to the incident, or any other action taken in relation to the incident.

Reporting on Detainees

47. Access to detainees is granted to journalists only by the Chief of the Defence Staff, and strictly on a case-by-case basis.

48. No photograph or other graphic representation of a detained person's recognizable face, nametag or any other feature or item that may serve to identify a detainee may be created. All imagery that might include detainees is reviewed by the Canadian Forces to ensure respect for detainees' rights, and to protect detainees from "public curiosity" in accordance with Article 13 of the Third Geneva Convention.

Reporting on Special Forces Personnel

49. Embedded journalists are forbidden to report on or capture any kind of imagery of Canadian Special Operations Forces Command (CANSOFCOM) personnel or operations.

Getting Ready to Go

In-Theatre Training

50. Upon joining the host ship, journalists are required to obtain security and safety briefings from the Combat Officer. The content of these briefings is at the discretion of the Commanding Officer.

Physical Fitness and Medical Requirements

51. Journalists considering embedding should be physically fit and prepared to withstand conditions aboard a warship. In particular, they should be able to climb and descend ladders frequently and with ease, and tolerate the ship's rolling in heavy seas.

> **Note:** Motion sickness ("seasickness") is a serious, sometimes incapacitating condition. A journalist who is prone to motion sickness should reconsider embedding with the crew of a warship.

52. Before completing and submitting the embedding documents, journalists are required to consult a physician to ensure that they are fit to travel, able to withstand the climate in the area where the host ship will be operating, and strong enough to cope with the physical demands of life aboard. When they embed, journalists must bring their own medication, including allergy kits, and advise CEFCOM PA and the PAO or UPAR of the host ship of any special medical requirements.

53. Before embedding, journalists must ensure that they complete all appropriate immunization procedures, including malaria chemoprophylaxis if required, and obtain all vaccination certificates required by Health Canada for travellers returning from any of the destinations on the host ship's itinerary during the embed period.

Administrative Requirements

54. Before embedding, journalists must provide CEFCOM PA with the following documentation, completed according to the instructions, by fax at **613-945-2323**.

a. The documents located at page xx to xx in Part 2: Ground Rules and Documentation (the journalist must bring the original signed copies of these documents to the host ship):

i. Media Embedding and Ground Rules Agreement

ii. Indemnity Agreement and Liability Waiver

iii. Engagement with the Minister of National Defence

iv. Personal Information Sheet for Embedding Journalists

v. Medical History Questionnaire for Embedding Journalists

vi. Authority to Release Medical Information

b. a cover letter from the employing media organization supporting the embedding request;

c. proof of a clear criminal records check (the journalist must bring the original of this document to the host ship);

d. a passport-style photo in digital format (200-300 Kb; send by e-mail) so media identification can be prepared before the rendezvous with the ship;

e. a biography; and

f. story ideas to pursue while embedded.

55. Journalists must obtain their own passports, visas, and any additional life, medical and air medevac insurance they or their media organization consider appropriate. Journalists (or their media organizations) are responsible for the cost of any medical care they obtain from civilian facilities.

56. Journalists must travel to and from the port of rendezvous by commercial means and stay in hotels and other commercial accommodations at their own expense. They should arrive a minimum of 24 hours before the time they expect to report on board, but be prepared for the ship to be delayed by operational requirements.

57. Journalists should contact the police force with jurisdiction in their place of residence and find out how long they take to complete a **criminal records name check**. The criminal records check document must be included in the package of documents journalists bring when they meet their host ship.

58. Journalists must pack their equipment, clothing, boots and hygiene items in an appropriate soft-sided kitbag or rucksack (not a hard-sided case unless it is to protect equipment), remembering that they will have to carry all their own gear. They should also bring insect repellent, sunscreen, a water bottle and a flashlight (see Part 3 for the complete list of compulsory and recommended items).

59. The ship's unclassified transmission capability is limited to 318 kilobytes, so journalists must bring their own communications equipment. A satellite cellular telephone with a good footprint, such as Inmarsat or Iridium systems, is recommended; those planning to transmit large

imagery files should also bring equipment such as the Inmarsat BGAN 500. Permission from the Commanding Officer (via the Combat Officer) is required before any transmission may be made, whether by telephone or other equipment. No communications equipment used by journalists will be specifically prohibited, although the Commanding Officer of the host ship may impose temporary restrictions for security or operational reasons.

60. If a journalist's equipment fails, the Commanding Officer may authorize the use of the ship's communications equipment for filing or transmitting media products, depending on operational tempo and availability of the equipment.

Services Offered by the CF

61. Embedded journalists receive food and basic accommodations from the CF, and may use the ship's facilities for as long as they are aboard. The basic needs of embedded journalists — security, food and water — are met to the greatest extent possible, but it should be understood that they will face limitations with respect to comfort, workspace and facilities for filing or transmitting stories.

Final Operational Authority

62. Commander CEFCOM is the final authority, through the chain of command, for support to embedded journalists, and may add instructions and/or rules to those set out in these documents.

Feedback About the CFMEP

63. Media organizations and journalists are encouraged to provide feedback on the embedding program to CEFCOM PA. A generic feedback form is included in Part 4 of these instructions, *Feedback Form*. Please complete it and return it by fax to 613-945-2323.

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Part 2: Ground Rules and Documentation

1. The Chief of the Defence Staff (CDS), through Commander CEFCOM, is the authority to embed journalists with CF formations, units and task forces. CEFCOM Public Affairs (PA) is responsible for managing and coordinating the embedding program with the journalist and his/her employing media organization. The Commanding Officer of the host ship is responsible for the conduct of the media embedding program in theatre.

2. The journalist and a supervisor from his/her media organization must complete and sign the following documents:

   a. Media Embedding and Ground Rules Agreement;

   b. Indemnification Agreement and Liability Waiver;

   c. Engagement with the Minister of National Defence;

   d. Personal Information Sheet for Embedding Journalists;

   e. Medical History Questionnaire for Embedding Journalists; and

   f. Authority to Release Medical Information.

3. The Medical History Questionnaire includes an example of a doctor's note. Journalists preparing to embed must submit such a note asserting that they are in good health. This note is valid for one year from the date of signature, and the original must be included in the documentation the embedding journalist brings to the host ship.

4. The Authority to Release Medical Information form was developed in case an embedded journalist who has been injured cannot personally contact his/her next of kin. The journalist's signature on this form gives consent to the release of his/her medical information by a CF medical officer to the journalist's next of kin. Without this prior consent, the *Privacy Act* bars the disclosure of medical information even to the next of kin.

5. Before joining their host ship, journalists must become familiar with the attached Ground Rules. It is also recommended that journalists carry a copy of these rules at all times. Journalists wondering how the Ground Rules apply to any particular situation should consult CEFCOM PA.

6. The media organization employing an embedded journalist is responsible for ensuring that the documentation in this section is accurately completed. Please consult "Administrative Requirements" at paragraph 50 in Part I: General Instructions to ensure that all requirements are met before the journalist leaves for the port where he/she will join the host ship.

Ground Rules

7. Violations of any of the following rules may result in termination of embedding status and removal of the journalist from the host ship:

8. **Administrative Rules:**

a. Embedded journalists are subject to the Code of Service Discipline (*National Defence Act*, Part III) as well as all CMS standing orders and ship's standing orders and policies with respect to living and working aboard (e.g. alcohol, substance abuse, walking-out and fraternization policies) while they are embedded with the crew of a Canadian warship.

b. Embedded journalists will read the ship's Routine Orders, which are normally published daily and posted on the main notice board.

c. Embedded journalists will not enter restricted areas of the ship without permission and an escort.

d. Embedded journalists will not enter hazardous areas of the ship without permission, an escort, and appropriate protective clothing and equipment.

e. Embedded journalists must carry and support any personal and professional gear they take with them, including (but not limited to) protective cases for professional equipment, batteries, cables and converters.

f. Unless otherwise directed (usually for safety reasons) by the Commanding Officer, the Coxwain, the Safety Officer or another member of the crew, embedded journalists must wear their media passes in a clearly visible location at all times.

g. Embedded journalists will remain with military escorts at all times, when directed, and follow their instructions regarding activities and movement.

h. Journalists will not carry any weapons.

i. Journalists will not use visible light sources or infra-red devices, including flash or television lights, when operating with Canadian Forces at night unless the on-scene commander gives specific prior approval.

j. All interviews with CF members will be on the record. Security of information is the responsibility of the CF member being interviewed; however, the journalist must inform the CF member when he/she is in an interview situation.

k. Interviews with CF members are authorized upon completion of missions; however, release of information must conform to these Ground Rules.

l. All stories will be datelined by general geographic description (e.g., "somewhere in the Atlantic"). No specific locations will be used when filing stories without prior approval from the Commanding Officer.

m. Journalists will not interview or photograph patients in CF health care facilities without the informed consent of the patient. If applicable, the attending physician or physician assistant will confirm whether the patient is medically capable of giving informed consent. Imagery depicting the transport or transfer of CF casualties is permitted only if the injured person(s) and the injuries suffered cannot be visually identified.

n. When a critical incident has occurred, embedded journalists will be placed under embargo to protect operations security and/or allow time for the CF to notify the casualties' primary and secondary next of kin. Journalists who receive any information about a critical incident shall assume they are automatically under embargo, and will neither call their desks nor file a story until they have received formal permission to do so from a PAO or a person (such as a UPAR) acting in the place of a PAO. Any violations of such an embargo, by either the embedded journalist or his/her media organization in Canada, constitutes grounds for termination of the embedding agreement.

9. The following information is ***releasable***:

a. Within 48 hours of a departure, the time and date when a surface ship leaves harbour.

b. After the official announcement:

i. The time and date when a submrine leaves harbour.

ii. The time and date when any Canadian warship arrives in the area of operations.

c. Home ports of Canadian and NATO ships.

d. Approximate strength of friendly forces (rounded figures).

e. Non-sensitive, unclassified information regarding air and sea operations, past and present.

f. Size of friendly forces participating in an action or operation, in general terms such as "multi-unit." The specific name and description of forces or units may be released when authorized by the Commanding Officer or his/her designated representative.

g. Generic origin information on air operations, such as "carrier-based."

h. Date, time, location and results of completed evolutions and operations.

i. Types of ordnance expended (general terms only).

j. Number of air combat or reconnaissance sorties or missions flown in the area of operations.

10. **The following information *shall not be visually recorded*:**

a. Restricted access areas, and facilities such as the Operations Control Room and the Communications Control Room.

b. Location or co-ordinates of the ship, GPS and radar systems.

c. Unless specifically authorized by the Commanding Officer, the identities (i.e., faces, name tags, labelled equipment, or any other thing that might serve to identify them) of members of the ship's boarding party, and members of the intelligence community.

d. Damage sustained by CF or allied vessels, vehicles and/or aircraft in operations, including (but not limited to) mines, improvised explosive devices and suicide bombers, unless specifically authorized by the Commanding Officer.

e. Classified systems and equipment, and demonstrations of their capabilities, unless specifically authorized by the ship's Commanding Officer.

f. Information about air operations, unless specifically authorized by the Aircrew Commander and the Commanding Officer of the host ship.

11. **The following information *shall not be released*:**

a. Specific information on ship strength and equipment.

b. Specific information on availability of critical equipment and supplies (e.g., fuel, ammunition, radars, water).

c. Rules of Engagement.

d. The point of origin of any operational flight, other than "land-based" or "carrier-based".

e. The names of units in the area of operations, unless specifically authorized by a release authority.

f. Details of current operations (unless otherwise indicated), future operations, postponed and cancelled operations.

g. Unless specifically authorized by the Commanding Officer, the identities of boarding party members and members of the intelligence community.

h. Unless specifically authorized by the individual concerned the identities of Canadian civilian police officers.

i. Information about security precautions at military installations or encampments, including imagery that shows security arrangements at military sites, especially aerial and satellite imagery that reveals the name and/or specific location of military units and/or installations.

j. Names of military installations and specific geographic locations of military units in the area of operations, unless otherwise approved by the Commanding Officer.

k. Information about intelligence-collection activities including targets, methods of attack and results.

l. Extra precaution in reporting is required at the start of an operation to maximize surprise; therefore, broadcasts by embedded journalists are prohibited until authorized by the Commanding Officer.

m. During an operation, specific information on friendly force movements, tactical deployments, and dispositions that would jeopardize the security of the operation. Information on engagements will not be released until authorized by the on-scene commander.

n. Details of visits by prominent individuals, until the ship's Commanding Officer authorizes release; also, confirmation of the location of important visitors at the time of a significant incident.

o. Information on missing or downed aircraft, and members of the ship's company who are missing or known to be captured, during planning and execution of search and rescue and recovery operations. The "ship's company" includes everyone who is aboard the ship with the Commanding Officer's consent, including Canadian civilians, embedded journalists and personnel from allied nations as well as CF members.

p. Information on friendly Special Operations Forces.

Note: Embedded journalists will not interview, photograph, film or report on JTF 2 or Canadian Special Operations Regiment personnel, or operations they conduct or participate in, without prior approval from a representative of Canadian Special Operations Forces Command **and** the Commanding Officer of the host ship.

q. Information on friendly forces' electronic warfare equipment and procedures.

r. Information on effectiveness of enemy camouflage, deception, targeting, direct and indirect fire, intelligence collection, security measures and electronic warfare measures.

s. Information about detainees.

Note: All imagery of detainees will be reviewed by the Canadian Forces to ensure respect for detainees' rights, and to protect detainees from "public curiosity" in accordance with Article 13 of the Third Geneva Convention. No photograph or other graphic representation of a detained person's recognizable face, nametag or any other feature or item that may serve to identify a detainee may be created.

t. Information about force-protection measures, including (but not limited to) those at military installations or encampments, except those that are visible or readily apparent.

u. Information about CF personnel who kill or injure armed adversaries, including name and military occupation, unless authorized by the Commanding Officer of the host ship.

v. The type of CF and allied vessels and/or aircraft involved in combat or attacks (including explosions of improvised explosive devices and attacks on aircraft), crashes, and incidents such as mine strikes, suicide attacks and explosions of improvised explosive devices.

w. Any other information the ship's Commanding Officer orders restricted for operational reasons.

Documentation

12. The documents that follow must be completed and signed as directed and submitted by fax or postal mail to CEFCOM PA.

Media Embedding and Ground Rules Agreement

I, _____ (*Print name*), confirm that the following statements are true.

a. I am not aware of any physical or health conditions that would adversely affect my participation in strenuous activities. (*Initial:* _____)

   (Medical certificate is enclosed)

b. I have read the General Instructions and Ground Rules for Embedding Journalists and agree, with my signature, to abide by them. I understand that any violation of these Instructions and Ground Rules is cause for termination of my embedding with the crew of HMCS _____. (*Initial:* _____)

_____ _____
Signature of Journalist Date

Printed name, media affiliation, address and telephone number of Journalist

_____ _____
Signature of Journalist's Supervisor (Assignment Editor, News Director) Date

Printed name of Journalist's Supervisor

_____ _____
Signature of Witness (CF Member) Date

Printed name, rank and unit of Witness

Indemnification Agreement and Liability Waiver

I, _____ (*Print name*), on behalf of myself, my heirs, my executors and administrators, in consideration of being permitted to embed with the crew of HMCS _____, from on or about _____ to on or about_____, 20___, in and around the operational area of _____.

a. Acknowledge and agree that covering combat and other military operations is inherently hazardous and may result in death, personal injury, whether physical or otherwise, or damage to property, and wishing in any event to participate in covering combat and other military operations, voluntarily consent to participate and assume any risks that may be associated with said participation;

b. Acknowledge, agree and declare that I have been advised of the nature of covering combat and other military operations, that I have been advised of the procedures and safety measures in effect, and that I agree to abide by them;

c. Acknowledge, agree and declare that I have been advised that the Canadian Forces, in pursuing the successful accomplishment of its mission, cannot guarantee my personal safety or the safety of my equipment;

d. Waive all claims of any nature or kind, including but not limited to claims for personal injury or damage to property, against Her Majesty the Queen in Right of Canada, Her officers, servants, agents, employees and members of Her Canadian Forces, in any manner arising from, based upon, occasioned by, attributable to or connected with my participation in covering combat and other military operations while an embedded journalist;

e. Agree that I will not commence or maintain against any person, any action or proceeding that will give rise to a claim against Her Majesty the Queen in Right of Canada, Her officers, servants, agents, employees and members of Her Canadian Forces for contribution or indemnity;

f. Acknowledge, agree and declare that my signing this agreement is a condition to being registered to cover Canadian Forces operations and receiving assistance for that coverage; and

g. Acknowledge having read this liability waiver in its entirety and, understanding that this Waiver is intended to be broad and all-inclusive so as to preclude any claims, I voluntarily indicate my acceptance of this document by my signature.

DATED at _____, this _____ day of _____, 20__.

_____ _____
Signature of Journalist Date

Printed name, media affiliation, business address, e-mail address and in-theatre telephone number of Journalist

_____ _____
Signature of Journalist's Supervisor (Assignment Editor, News Director) Date

Printed name of Journalist's Supervisor

_____ _____
Signature of Witness (CF Member) Date

Printed name, rank, unit, e-mail address and telephone number of Witness

Engagement with the Minister of National Defence

Pursuant to Section 60(l) (j) of the *National Defence Act*

TO THE MINISTER OF NATIONAL DEFENCE:

1. It is hereby acknowledged by the undersigned that an arrangement has been entered into between Her Majesty the Queen in Right of Canada as represented by the Assistant Deputy Minister (Public Affairs), the Canadian Forces, and the Undersigned, for the embedding of the Undersigned with the crew of HMCS _____.

2. Within the context of deployments in Canadian theatres of operations, the undersigned hereby agrees to be subject to the Code of Service Discipline, as required under Part III of the *National Defence Act*, R.S. 1985, c.N-5. Further, the undersigned hereby agrees to comply with all orders and instructions of the Commanding Officer of HMCS _____ or his/her designates.

_____ _____

Signature of Journalist Date

Printed name, media affiliation, address and telephone number of Journalist

_____ _____

Signature of Journalist's Supervisor (Assignment Editor, News Director) Date

Printed name of Journalist's Supervisor

Personal Information Sheet for Embedding Journalists

1. Full name (print):_____
2. Address:_____

   _____
3. Employer's Name: _____
4. Employer's Address: _____

   _____
5. Name(s) of Media organization(s) you will represent (if different from above):

   _____

Affix Photo Here

6. Personal Emergency Notification (whom do you wish to be informed in the event of serious injury):
   a. Primary Contact:
      i. Name:_____
      ii. Relationship to journalist:_____
      iii. Address:_____

      _____
      iv. Phone Numbers (Include area code):
         1) Home:_____
         2) Work:_____
         3) Cell:_____
   b. Secondary Contact:
      i. Name:_____
      ii. Relationship to journalist:_____
      iii. Address:_____

      _____
      iv. Phone Numbers (Include area code):
         1) Home:_____
         2) Work:_____
         3) Cell:_____

7. Your media organization is responsible for emergency notification of your primary and secondary contacts. Who at your media organization should perform this function?

a. Name and Job Title:_____

b. Address:_____

_____

c. Phone Numbers (Include area code):

i. Home:_____

ii. Work:_____

iii. Cell:_____

8. **Authority for release of personal information.** Do you consent to have personal information released to the persons you have identified in paragraphs 5 and 6 above (circle the appropriate choice):

Yes **No**

9. Personal Information:

a. Citizenship: _____

b. Passport:

i. Number: _____

ii. Date of expiry: _____

iii. Place of issue: _____

c. Date of Birth: _____

d. Height: _____

e. Hair colour: _____

f. Eye colour: _____

g. Blood type: _____

h. Cell number while embedded: _____

i. E-mail while embedded: _____

10. I declare that the above statements are, to the best of my knowledge, correct.

Signature of Journalist	Date

Printed name, media affiliation, business address, e-mail and in-theatre telephone number of Journalist

Signature of Witness (CF member)	Date

Printed rank, name, unit, e-mail address and telephone number of Witness

Medical History Questionnaire for Embedding Journalists

Name _____ **Age** _____

Gender: Female ☐

Male ☐

Smoker: Yes ☐ **Blood Group:** _____

No ☐

Current Medications		
Name	***Dose***	***Frequency***

Medication Allergies	**Environmental Allergies**

Medical History			
	Yes	***No***	***Date***
Angina			
Heart Attack			
Cardiac Arrhythmias			
Asthma			
Chronic Bronchitis			
Emphysema			
Asthma			
High Blood Pressure			
Kidney Stones			
Hypothyroid			
Hyperthyroid			
Depression			
Other Psychiatric Illnesses:			
Surgeries:			
Physician's Comments:			

I certify that _____ (*Print Patient's Name*) is in good general health, and has no health concerns that would impede his/her ability to sail to _____ (area of operations) in HMCS _____.

_____ _____

Signature of Physician Date

Printed name and business address of Physician

Authority to Release Medical Information

In the event that I am unable to make personal contact with my employer (media organization) or next of kin to provide information on my medical condition, I, _____ (*Print name*), give my consent for a Medical Officer or Physician Assistant to do so on my behalf while I am embedded with the crew of HMCS _____, from on or about (*Insert date*) _____ to on or about _____, 20_____.

_____ _____
Signature of Journalist Date

Printed name, media affiliation, business address, e-mail and in-theatre telephone number of Journalist

_____ _____
Signature of Witness (CF member) Date

Printed rank, name, unit, e-mail address and telephone number of Witness

CANADIAN EXPEDITIONARY
FORCE COMMAND
101 Colonel By Drive
Ottawa, Ontario K1A 0K2

COMMANDEMENT DE LA FORCE
EXPÉDITIONNAIRE DU CANADA
101, promenade Colonel By
Ottawa (Ontario) K1A 0K2

Part 3: Preparation Assistance and Frequently Asked Questions

Checklists for Embedded Journalists

1. When a journalist agrees to be embedded with the crew of a Canadian warship, he or she must complete the following preparations:

Compulsory preparations		
Item	***Requirement***	***Complete***
1.	Check passport, visa requirements and media identification are current and valid for the duration of the embedding.	
2.	Send a digital passport-like photograph (200-300 Kb) to CEFCOM PA, and hand-carry two passport-size photographs for in-theatre media accreditation.	
3.	Obtain medical examination and inoculations or other medical requirements in accordance with Health Canada's standards and recommendations. Check and/or obtain valid vaccination certificates. More information is available at http://www.travelhealth.gc.ca/	
4.	Keep CEFCOM PA informed of contact telephone numbers.	
5.	Ensure serviceability of any electronic equipment, such as portable computer, communications equipment and pack for field conditions. Account for support equipment such as batteries, power converters and cables.	
6.	If time allows, have any necessary dental treatment completed.	
7.	If time allows, do personal fitness training.	
8.	Confirm arrangements for training, briefings, personal finance and travel.	
9.	Confirm that **next of kin** arrangements have been made and that your employer (media organization) understands that they will be responsible for contacting your next of kin as required.	
10.	Complete, sign and return by fax all embedding documentation to CEFCOM PA (613) 945-2323. You must hand-carry the original copy of the embed documents into theatre.	

2. If you skip any of these preparations, you could be unable to travel. For example, you will not be allowed to embed if you meet the ship without vaccination certificates or proper credentials.

3. Journalists **must** bring the following items:

Don't leave home without ...

Item	*Description*	*Packed?*
1.	Personal clothing: bring long-sleeved shirts and long pants; don't bring skirts. Ships are industrial places with lots of grease and metal, and the upper decks are frequently chilly and very windy.	
2.	Track suit or other attire suitable for sleeping and going to the washroom from sleeping quarters	
3.	Earplugs, especially if you are a light sleeper. Warships are noisy.	
4.	Shower sandals — walking barefoot is not allowed.	
5.	Flat shoes or boots with some traction in the soles	
6.	Key padlock for your locker, and hangers for your clothes	
7.	Flashlight with a red lens	
8.	Lockable kitbag	
9.	Small change and bills for the bar and the ship's canteen	
10.	Insect repellent	
11.	Sunscreen, sunglasses and broad-brimmed hat	
12.	Sunglasses	
13.	Personal medications, including sea-sickness remedies.	
14.	Towel and toiletries	
15.	Copies of Ground Rules and Embedding Documents and CFC-A Accreditation Form	

Travel to Port of Rendezvous and Civilian Accommodation

Travel Arrangements

4. Journalists are responsible for their own travel to and from the host ship.

5. The CF reserves the right to deny, postpone or cancel any embedding request. Such actions will be taken only when absolutely necessary; however, media organizations and journalists will not be reimbursed for expenses incurred in preparing to embed. Media organizations and journalists are encouraged to arrange refundable airline tickets and make any other arrangements pertinent to minimizing expenses in case the CF cancels or postpones the planned embedding period. Journalists required to extend their stay in civilian accommodations while waiting to embed will do so at their own expense.

Internet Resources

Media Preparation

- *On Assignment: A Guide to Reporting in Dangerous Situations* by the Committee to Protect Journalists: http://www.cpj.org/Briefings/2003/safety/journo_safe_guide.pdf
- Canadian Forces rank structure: http://www.forces.gc.ca/site/about/Insignia/index_e.asp

Journalists' Frequently Asked Questions

Q1 **How much personal equipment should I bring?**

A1. The checklist "Don't leave home without …" (Part 3, paragraph 3 of this document) includes the items you must bring if you are to be comfortable and productive at sea. If you bring too much gear, you will hinder yourself and inconvenience others — **remember: if you bring it, you must carry it and stow it.** CEFCOM highly recommends consulting journalists who have been to sea and ask what worked for them.

Q2 Is there a charge for food and accommodation?

A2 While you are embedded, you are treated like a member of the ship's company, and receive your food and accommodation at public expense.

CANADIAN EXPEDITIONARY
FORCE COMMAND
101 Colonel By Drive
Ottawa, Ontario K1A 0K2

COMMANDEMENT DE LA FORCE
EXPÉDITIONNAIRE DU CANADA
101, promenade Colonel By
Ottawa (Ontario) K1A 0K2

Part 4: Feedback Form

When you return from your embedding period, please take a few moments to give us your impressions of the Canadian Forces Media Embedding Program. This information will help us develop the program to meet your requirements as well as those of the Canadian Forces.

1. Was CEFCOM's pre-embedding preparation helpful?
2. Did you receive adequate support while you were embedded?
3. How do you suggest we improve the program?
4. Do you have any other comments?
Please fax your completed form to 613-945-2323.